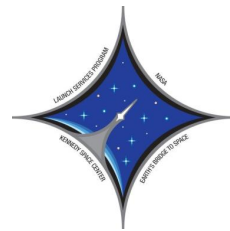


Launch Services Program Path to the Future



2011

LAUNCH SERVICES PROGRAM

Vision, Mission, and Goals

The Launch Services Program (LSP) was established at Kennedy Space Center for NASA's acquisition and program management of Expendable Launch Vehicle (ELV) missions. A skillful NASA/contractor team is in place to meet the mission of the Launch Services Program, which exists to provide leadership, expertise and cost-effective services in the commercial arena to satisfy Agency wide space transportation requirements and maximize the opportunity for mission success. The principal objectives are to provide safe, reliable, cost-effective and on-schedule processing, mission analysis, and spacecraft integration and launch services for NASA and NASA-sponsored payloads needing a mission on ELVs.



The LSP Vision

To be the recognized leader in launch services

The LSP Mission

Leadership and expertise in providing on-orbit, on-time, on-cost launch services

The LSP Goals:

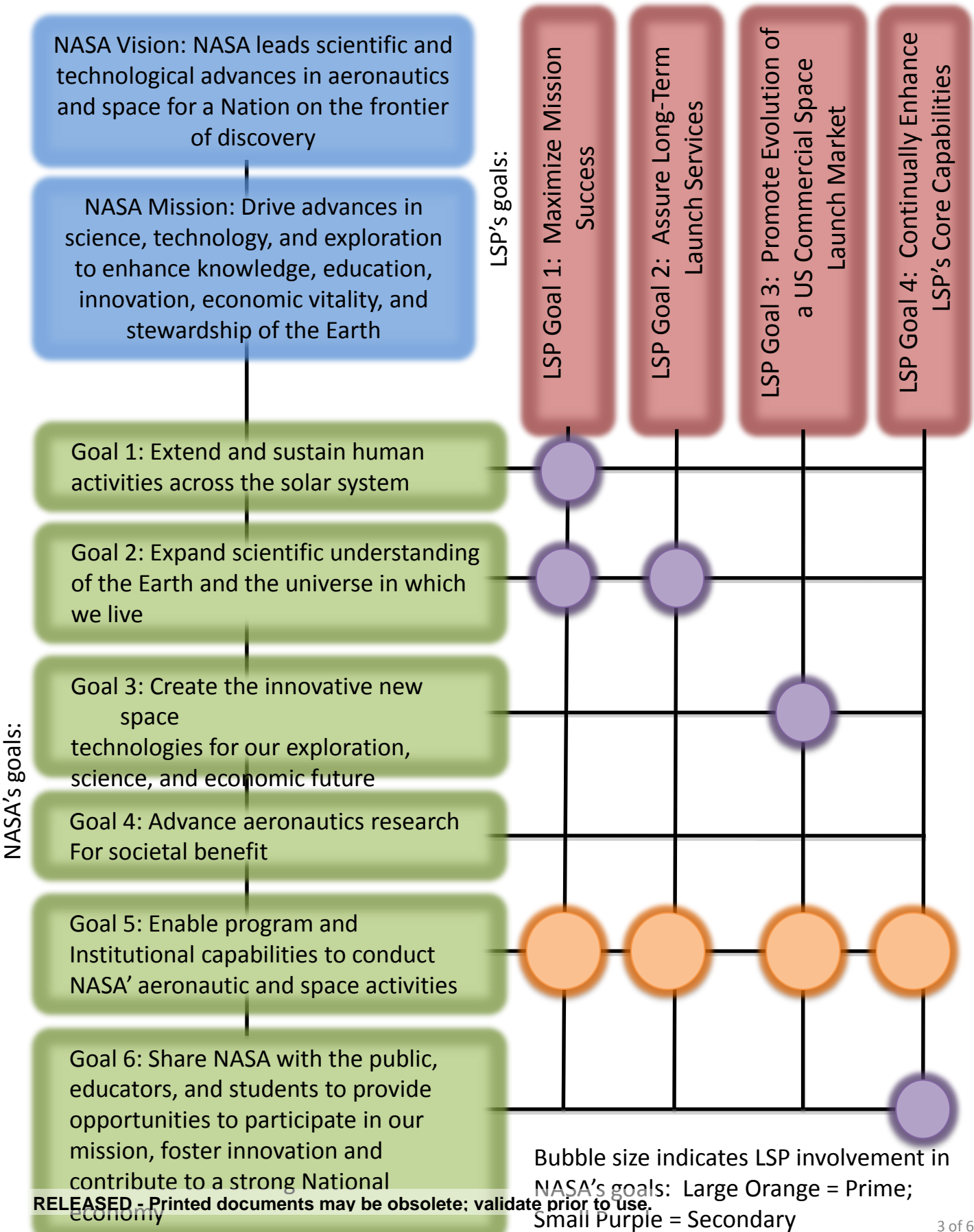
Goal 1: Maximize Mission Success

Goal 2: Assure Long-Term Launch Services

Goal 3: Promote Evolution of a US Commercial Space Launch Market

Goal 4: Continually Enhance LSP's Core Capabilities

LSP's alignment with NASA's goals:



LAUNCH SERVICES PROGRAM

2011 Program Goals Defined

The Launch Services Program has 4 main goals that it strives to achieve each year. These goals are in alignment with the NASA Agency Strategic Plan and focus on creating reliable, predictable, affordable access to space. To accomplish these goals, LSP has identified several initiatives and feasibility studies.



Goal 1: Maximize Mission Success

Maximize mission success and achieve mission excellence for all missions.

Goal 2: Assure Long-Term Launch Services

Assure services by providing end-to-end and advisory service expertise for NASA Science, Exploration, U.S Government, and Government sponsored missions.

Goal 3: Promote Evolution of a US Commercial Space Launch Market

Promote the evolution of a U.S. Commercial Space Launch Market through continued relationship development with customers and stakeholders as well as the continual enhancement of policy, contracts, and launch service products and services



Goal 4: Continually Enhance LSP's Core Capabilities

Enhance the Launch Services Program Core Capabilities by monitoring the Programs Performance Assessment Tools and Measures, Relationships with Customer and Stakeholders, Workforce, LSP Policy and Contracts, and Products and Services.

Goals to Initiatives

LAUNCH SERVICES PROGRAM

2011 Strategic Initiatives

LSP's Strategic Goals:	#	2011 Strategic Initiatives	Initiative / Study	Owner
Goal 1: Maximize Mission Success	1	Achieve Mission Success/Excellence for all Missions	Initiative	Everyone
Goal 2: Assure Long-Term Launch Services	2	Develop a Commercial Crew support model	Initiative	R. Mueller
Goal 3: Promote Evolution of a U.S. Commercial Space Launch Market	3	Increase presence of LSP in the global space market	Initiative	Bedell
	4	Enable providers by looking at LSP strategies and core business to make space access more available, affordable, reliable and predictable	Initiative	Bedell
Goal 4: Continually Enhance LSP's Core Capabilities	5	Develop an advanced concepts capability	Feasibility Study	J. Wood
	6	Concurrent spacecraft and launch vehicle competitions	Feasibility Study	Sierra
	7	Eliminate "Best Price" clause in government contracts	Feasibility Study	Haber
	8	Design spacecrafts to be aligned with launch vehicles	Feasibility Study	Faller
	9	"NASCAR type" advertising on fleets	Feasibility Study	Lebron
	10	Fixed schedule launches	Feasibility Study	Lebron

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National Aeronautics and Space
Administration

Launch Services Program
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